

JOIN TOMORROW'S

RACE FOR BARGAINS IN WHICH EVERY WOMAN IN SALT LAKE SHOULD TAKE PART

BE SURE TO GET A HEAD START!

Enterprise Never Rests---Agreeable Surprises for the People is the Spice of Progressive Merchandising. Thus it is that we keep Eternally at it, providing Values for the Public such as the field of commerce---outside of the Auerbach Store---is stranger to. The following Special Offerings talk as no other Inducements can or do.

MONDAY!

AN IMPORTANT WASH GOODS SALE

That will crowd the Department the entire Day! Cash again scored a Bargain triumph!

IMPORTED MERCERIZED WASH TAFFETA

In checks, stripes and the scarce Tartan plaids, silk styles with the rich silk luster. And a rich assortment of patterns, regular price 50c, 50c and 60c. Monday 12 yards to a customer, at a yard **19 cts**

ESTABLISHED 1864

Auerbach & Co.

ONE PRICE TO ALL NEVER UNDERSOLD

Monday All Day, But Monday On

SALE OF EMBROIDERY FLOUNCING

At 53 cts a yard

Fifteen hundred yards of embroidery flouncing, every piece of this newest effects, exquisitely worked on sheer material. They are 22-inch and are in great demand this season for Waists and new 2 and 3 skirts, as well as for Children's Dresses. Not a yard in the lot worth less than \$1.00, and many of them up to \$1.50 a yard. go on sale this week, at **53**

THE DRESS GOODS VALUES FOR THIS WEEK

are absolutely beyond comparison were it not for the fact that this bargain news emanates from such a reliable source, it would be beyond belief.

- BEST FRENCH VOILES.**
LUPINS MAKE BEST QUALITY.
All wool, 42 to 44 inches wide, in a complete assortment of street and evening colors, including cream and black. \$1.25 and \$1.50 qualities, this sale **93c**
- EOLIENNES AND CREPE DE PARIS.**
Half silk beautiful qualities, 42 to 46 inches wide, in gray, reseda, green, heliotrope, tan mode, pink, cardinal, light blue, navy blue, brown, green cream black, etc. \$1.50 and \$1.65 qualities, this sale, yd **\$1.12**
- SCILLIAN CRAVENNETTES.**
Priestly's make, sponged ready for use, 54 inches wide, fine silk lustre, very stylish for coats, skirts and traveling suits. Come in gray, brown, navy blue, plum green, cream and black. \$1.85 grade **\$1.38**
- NEW GRAY SUITINGS.**
MARKED TO GO THIS WEEK, the entire assortment of plain and fancy Gray Suitings, including all of our high-class imported novelty, checks, stripes and plaids.
46 TO 56 INCHES WIDE.
\$1.55, \$1.45 and \$1.60 qualities, all go at a yard **\$1.05**
\$1.75, \$1.85 and \$1.90 qualities all go at a yard **\$1.49**
\$2.00, \$2.25 and \$2.50 qualities all go at a yard **\$1.73**

MONDAY AFTERNOON From 2 to 5 o'clock there's a Bargain Snap for you, 100 pieces

WHITE SOFT FINISHED ENGLISH NAINSOOK
full yard wide, the kind you pay regularly 12c a yard for, or 12 yards for \$1.50. Monday from 2 to 5 o'clock one bolt of 12 yards to a customer, at a bolt **\$1.18**

DRAPERY ATTRactions
Were never greater. Here are some of the irresistible values for this week:
50 Tapestry Table Covers, fringed and reversible, 8-4 sizes. Regular price \$1.50. This week, each **88c**
100 Oriental effect Couch Covers, 3 yards long and 50 inches wide. Regular price \$2.25. This week, each **\$1.18**
4 styles of Handsome Bonnet Femme Curtains. Beige colored and white, corded effects and Battenberg designs, artistic patterns. Value \$6.00. This week, each **\$3.60**

UNUSUALLY GOOD SHOE BARGAINS

Rule here this week---an unexpected opportunity to secure the newest and best of footwear at decided saving.

- Children's brown or black Kid Oxfords with Pat. tip, (sizes 5 to 8), worth \$1.25. This week, per pair **95c****
- Same style as above for larger children, (sizes 8 1/2 to 11), worth \$1.50. This week, per pair **\$1.20****
- Misses' Strap Slippers with neat bow over instep, (sizes 11 1/2 to 2), worth \$1.75. This week **\$1.35****
- Misses' nobby Oxfords, brown or black. The most popular style in footwear, (size 11 1/2 to 2), worth \$1.75. This week **\$1.45****
- Ladies' black Oxfords, with kid or vesting tops, sizes 2 1/2 to 8, worth \$2.00. This week **\$1.69****

A GREAT SIX DAY SALE OF

WOMEN'S TAILORED SUITS



In the new spring styles. Women who have waited for the spring garments will profit by our after Easter prices. It's not broken lines that you are asked to choose. In most cases we can fit you with ease. Come early as you can, for we expect this section to be thronged this week.

- All Ladies' Tailored Suits that sold regularly at \$13.75, reduced to **\$9.95****
- All Ladies' Tailored Suits that sold regularly at \$17.50, reduced to **\$12.45****
- All Ladies' Tailored Suits that sold regularly at \$21.00, reduced to **\$15.95****
- All Ladies' Tailored Suits that sold regularly at \$25.00, reduced to **\$18.75****
- All Ladies' Tailored Suits that sold regularly at \$30.00, reduced to **\$22.50****
- All Ladies' Tailored Suits that sold regularly at \$37.50, reduced to **\$30.00****
- All Ladies' Tailored Suits that sold regularly at \$47.50, reduced to **\$35.00****
- All Ladies' Tailored Suits that sold regularly at \$55.00, reduced to **\$42.50****

Extra Special for Monday!

SHIRT WAISTS

At Less Than Half.

95c

For choice of many Waists, long or short sleeves. Lingerie with broad panel of Valenciennes lace, fine quality sheer lawn, madras cloth, dotted Swiss, etc., about 50 different designs to choose from. The reason is: manufacturer couldn't wait for warm weather to unload his stock, the values were such that we had to reduce the prices upon our regular stock to be in keeping with them. This sale is positively for Monday only. \$2.50, \$2.25, \$2.00, \$1.75 and \$1.50 Waists for--- **95c**



DON'T OVERLOOK THE SILK

If unapproachable values are a magnet. Of course you know that the Auerbach Silks are guaranteed to give the utmost satisfaction.

- 27-inch Colored Chiffon Taffeta.**
Colored Chiffon Taffeta Silk, 27 inches wide, beautiful soft quality in colors. Brown, green, tan light blue and changeables. Regular value \$1.25.
On sale all week at, per yard **75c**
- Fancy Silks for Waists and Suits.**
2500 yards of fancy silks in Taffeta and Lou-lou-senes, comprising hair lines, checks, changeables and plain silk in colors. Alice blue, old rose reseda, navy brown, green and many others in two lots.
LOT 1. Regular value 75c, on sale all week, per yard **48c**
LOT 2. Regular value 85c, on sale all week, per yard **58c**
- 27-inch Black China Silks.**
Two special bargains in Black China Silk, 27 inches wide.
60c quality, 27 inches wide, on sale all week at, per yard **44c**
65c quality, 27 inches wide, on sale all week at, per yard **49c**
- WHITE SILKS.**
For waists, gowns and graduating dresses are showing a complete line at reduced prices. We mention a few:
85c Peau De Cygne, 19 inches wide, all per yard
\$2.00 Radium Silk, 42 inches wide, all per yard
\$1.35 Momie, 20 inches wide, all per yard
Japanese silks, all widths, from \$1.50 to \$2.50 per yard
You will buy if you see.
- BLACK SILKS! BLACK SILKS!**
Black Silk Sale of Taffeta and Peau De Cygne, 19 inches to 36 inches wide, will be continued. Just received another consignment. Those who saw bought and were disappointed will buy if you see.

HAIR BRUSHES.

Decisive reductions on every quality in our entire stock. We call your particular attention to the new Rubber Cushioned

WILD BOAR BRISTLE BRUSHES
highly recommended by all hair and scalp specialists, every hair brush from the cheapest to the best, specially marked for this week to move them quickly.

- THREE GREAT SPECIAL LOTS ARE AT 29c EACH.**
A splendid line of best 50c values, solid wood back bristle Hair Brushes go this week at 29c.
- AT 95c EACH.**
A great variety of the best \$1.50 grade Hair Brushes, including excellent values in "Keeplean" and Rubber Cushioned Hair Brushes are on sale at 95c each.
- AT \$1.50 EACH.**
Best quality genuine bristle Hair Brushes in oak, rosewood or ebony backs. Values that range up to \$2.50 each. The sale price \$1.50.

This Week's Clothing Bargains

Look at the present price. Note the former price. See the amount you save. THAT'S ALL.

- BOYS' DOUBLE-BREASTED SQ. CUT**
wearing materials, that always give first-class satisfaction. Sizes 6 to 16 years. A bargain at our regular price, \$3.00. Will be on sale at **\$2.15**
- BOYS' SUITS**---Beautiful effects in grays, tans and browns; original creations by greatest designers, sizes 6 to 16 years. A bargain at our regular price, \$5.00. Will be on sale at **\$3.69**
- BOYS' SUITS**---Sq. cut and Norfolk, handsome all-wool chevrons, in grays and tans. Workmanship and findings perfection itself, sizes 6 to 16 years. A bargain at our regular price, \$6.00. Will be on sale at **\$4.35**
- BOYS' SUITS**---D. B. Sq. Cut and Norfolk, a beautiful assortment of the latest patterns, comprising all of the new Oxford grays and browns, chevrons, tweeds and worsteds; sizes 6 to 16 years. A bargain at our regular price of \$6.50 per suit. Will be on sale at **\$4.35**

EXTRA SPECIAL--MONDAY ONLY.

VALUES UP TO \$1.00 AT 69c.

In Gents' Furnishing Section---A strikingly beautiful line of Golf Shirts, in plain or pleated fronts, white or fancy colored effects. A bargain that will pay you to inspect. Monday only **69c**



The Claim of the Church Upon Thousands of Men

Text---"The church of the living God." The march of Christianity across the centuries is the most amazing spectacle in history. Setting forth from Olivet, it journeyed like an advancing summer over the continents and climes. Its progress has not been a shadow, creeping like an eclipse over society. With beneficent, but silent influence it has crept like summer into lands belted with ice and perpetual winter. Strangely enough, not one city or nation or civilization that was at its zenith when they repulsed the Christ, but has gone down into nothingness and decay. Whatever nation has accepted Christ's life and laws and love, has flourished like the palm tree, and whatever people has refused him, has withered like a dry leaf, blown by the winds down the aisles of time. Gone Ephesus with the Temple of Diana. Gone Athens and her Parthenon! Faded Carthage with her palace! The eternal City is but a shell; it is the new and Christian Rome that now exists. Forecasting this decline of all systems that opposed him, and the rise and strengthening of all who favored him, Jesus bade his disciples go forth with untiring hearts. But none of his disciples could have foreseen the splendor of his triumphal progress. It was not given to Fulton to foresee that his steamships would whiten all the ocean; it was not possible for Gutenberg to foresee that his movable types would fill the world with magazines and books. Much less was it given to Peter and John to foresee the world-wide victory of Christianity. The story of the church has been an unfolding drama. In a more wondrous way than the drumbeat of any earthly army, the song of peace and good will has gone around the world. Its associations lingered in its company. In nineteen centuries the angel of Christianity has never founded or had any friendship with any slave market, jail, poorhouse or gallows.

By Rev. Newell Dwight Hillis

No history has ever been ashamed of the companionship of the gospel of Christ.

Its Relation to Reformers.

The church's influence upon reform, philanthropy and social progress makes a strong claim upon the best minds of our age. We believe in ships, in stores and factories, in looms and locomotives. What the eyes can see and the hands touch, makes the appeal to man. Practical men say, "One world at a time. Christianity is too vague. It postpones happiness to heaven." Many men, therefore, have left the church to go into politics, to reform houses or to social settlements, and we cannot emphasize too strongly the importance of these ameliorating forces. But it is not an alternative between reform and the church. It is both reform and the church. And so intimate and so vital is the influence of Christianity on the soul within, that an injury to that life means a weakening of the reform work without. Destroy the church, or weaken it, with its deep spiritual life, its love to God and Christ, and you have destroyed the motive of service. The practical man stands in the orchard and says: "I believe in apples." But the husbandman makes answer: "If you want apples on the bough, you must dig for roots and branches. The men of northern Italy were practical. They looked toward the pine forests on the slopes of the Alps and said they believed in firewood, and so lifted the ax upon all the trees. Soon the hillsides were bare and the mountains were stripped, but the men had gold in their strong boxes. But when two or three years had passed these rich men began to grow anxious. Once the forests had disappeared, the springs dried up, the rivers ran dry, the fields became parched, and the land became a furnace. The sun roasted northern Italy, the cattle died in the fields. Then, when it was too late, the practical men awakened up to discover that the invisible world of cloud and rain made wealth that was visible, through sheaves and vines and olives. We have all known men to leave the church, to go into social reform, and almost without exception we have seen them lose their enthusiasm for the poor. When two or three winters have passed, they have never the poor girl. The reason is simple: they had no permanent motive for helping their fellows. Suppose they had taken Christ with them, and standing beside the poor girl, in the garret, had heard him say, "Inasmuch as ye did it unto me." Suppose of these ye did it unto me." Suppose they had seen him lift the rag from the beggar, as he whispered, "Made in the image of God." This enthusiasm is permanent; it never wanes. The hands of the watch turn on the outside when the mainspring is strong on the inside. The church of the living God, one day made white with worship and prayer, feeds the invisible springs that make the visible life rich and strong.

Claims Upon Patriotism.

For reasons of patriotism the church has a claim upon all good men. The problems of the Republic are becoming complex. We are importing hundreds of thousands of voters each year. The week days are crowded with industry. The state gives the working people but one day for the making of manhood and the strengthening of conscience, good morals and the springs of patriotism. Only one building stands with open doors, one threshold is deeply worn with the foot-prints of the fathers. The Republic ought to make most alluring and beautiful the door that leads to the temple of peace, of prayer and exalted worship. The responsibility put upon the church is all but immeasurable. A thousand siren voices seek to allure the thoughtless and frivolous multitude elsewhere. The light shines from eternal wisdom is pure white light, but the light that streams from houses of folly and passion is many-colored, gorgeous and brilliant. The voice of wisdom is a still and searching voice, holding rebuke often, but pleasure hath many voices, and the primrose path of dalliance is easy, because it represents

the down grade, and the dance of death is always garlanded with flowers. Little wonder that the ignorant multitudes, loving ease, fall to distinguish between pleasure and destruction---therefore these overworlding and poorhouse, little wonder that the church suffers grievously through the neglect of the best citizens. Every man who loves his country ought to love the one institution that stands for moral instruction, for right living, for honor and justice and temperance, for happy homes, wise schools, right business, abundance and prosperity for all the people. Every strong man ought to stand for patriotism and public schools, and justice in the courts for poor and weak. He should also stand for the church as the first of American institutions, but he should also stand for the church as a school of manhood. Wealth is coming in like a flood, and manhood ought to come with it. The Republic assumes that Christianity is a part of the law of the land, and the time has fully come when all lovers of their country must become lovers of God and of their brother men.

THE ERRANT SOMNAMBULIST

Adventure of a Physician on a Cold Winter's Night.

"One of the most uncanny experiences I ever had," remarked a Kansas City physician in the Kansas City Star, "was when I was practicing in a small Missouri town. It was a bitter winter night and a blizzard was raging. A little after midnight I heard above the din of the storm the sound of some one knocking at my outer door, which prevented access to my bell. I dressed and descended. A young man from the country, almost hidden in his great storm coat, told me that his young wife was choking to death. 'Doctor,' he said, 'I would not ask you to go out in such a storm as this if it were not a case of life and death. Something in her throat is gradually cutting off her breath and it is only a question of hours until she must choke. And we have been married only three days,' he added. 'I got my medicine case, bundled up as warmly as I could and getting into the young fellow's buggy we rode three miles through the howling zero night. Arrived

A Pleasant Prospect.

Superintendent E. C. Brecher of the Volunteer Life-Saving corps, said of a freakish invention for life-saving: "The man who tried to save life with that thing would have a pleasant prospect before him. Every minute or two a cord would be bound to snap, or a pulley would be bound to break. The poor life-saver would have as unpleasant an experience ahead of him as a friend of mine had last spring on a trout-fishing trip. 'My friend went trout-fishing in Pike county. He got aboard at 3 o'clock at a small wooden farmhouse near a good stream. Arriving late at night his first meal at this farmhouse was breakfast, and when my friend came downstairs the next morning, breakfast was spread on the kitchen table. 'It was a splendid April morning. The sun had just risen behind the mountain tops. The dew sparkled on the grass. The birds sang. The air was sharp and sweet. My friend was tremendously hungry, but he could not help smiling when he saw six boiled eggs ranged in a row beside his plate.

"Come, come, madam," he said to the farmer's wife, "I admit I've a good appetite, but you really shouldn't have boiled all those eggs. Two would have been enough." "Well," said the woman, "ye must as well try them six first, and there hasn't no good ones among 'em, I'll boll ye half a dozen more."

The Democracy of College Athletes.

At Yale the most serious condition threatening the social life of the campus is the erection of luxurious private dormitories outside the college grounds. These buildings are filled with freshmen and sophomores who form communities welded together only by the use of more apart from the common life of their fellows. The student of modest means cannot freely mingle with such young aristocrats as Yale, who are undermining what for generations has been the very fountainhead of benefits derived from four years' essentially sane and sound education. The very strongest influence in combating the grave evil of social false standards and in encroachment of wealth in American college life is the democracy of the classroom. The aim of this field of activity is to "foster rivalry" until one of every college athlete is to be a warped motive. The football player, the diamond and the river are men meet on an equal footing of class, and nothing else counts. The democracy of the classroom has brains without manhood, and not have athletic rivalry without maintaining the qualities that have made good men, strong men.---Ralph D. Paine, in Outlook

Woman's Nightmare

pure. The critical ordeal through which the expectant mother passes, however, is so fraught with dread, pain, suffering and that the very thought of it fills her with apprehension and or dangerous. The use of Mother's Friend to prepare the body for the coming event that it is safely passed without any danger. The remedy is always applied externally, and has carried thousands of women through the trying crisis without suffering. Send for free book containing information of priceless value to all expectant mothers. The Bradford Regulator Co., Atlanta, Ga.

Mother's Friend